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over to control

(3) generating one or more subscriber specific data, <sup>?</sup> said processing at said subscriber station directed by instructions from said one or more instruct signals;

(4) receiving a viewer's or participant's reaction to a combined medium output at said subscriber station;

(5) transferring one or more subscriber specific data from said subscriber station to one or more remote stations based on said step of receiving a viewer's or participant's reaction.

Cont

4. A method of controlling a remote intermediate data transmitter station to communicate data to one or more receiver stations, with said remote transmitter station including a broadcast or cablecast transmitter for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor, a plurality of selective transmission devices each operatively connected to said broadcast or cablecast transmitter for communicating a unit of data, a data receiver, a control signal detector, and a controller or computer capable of controlling one or more of said selective transmission devices, and with said remote transmitter station adapted to detect the presence of one or more control signals, to control the communication of specific instruct signals in response to detected specific control signals, and to deliver at its broadcast or cablecast transmitter one or more instruct signals, said method of communicating comprising the steps of:

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(1) receiving one or more <sup>Same</sup> instruct signals to be transmitted by the remote intermediate data transmitter station and delivering said one or more instruct signals to <sup>Same</sup> a transmitter, said one or more instruct signals being effective at a receiver station to

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1 generate a schedule and output mass medium program materials in accordance with  
2 said schedule;

3 (2) receiving one or more <sup>same</sup> control signals which at the remote intermediate  
4 data transmitter station operate to control the communication of said instruct signal;  
5 and

6 (3) transmitting said one or more control signals to said transmitter before a  
7 specific time.

8 5. The method of claim 4, further comprising the step of embedding a  
9 specific one of said one or more control signals in said one or more instruct signals or in  
10 an information transmission containing said one or more instruct signals before  
11 transmitting said one or more instruct signals to said remote transmitter station.

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12 6. The method of claim 4, wherein said specific time is a scheduled time of  
13 transmitting said one or more instruct signals or some information associated with said  
14 one or more instruct signals from said remote intermediate data transmitter station and  
15 said one or more control signals are effective at said remote intermediate data  
16 transmitter station to control one or more of said plurality of selective transmission  
17 devices at different times.

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18 7. An interactive method for information delivery for use with an interactive  
19 mass medium program output apparatus comprising the steps of:

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20 outputting a mass medium program that contains or explains at least one  
21 receiver specific datum, said interactive mass medium program output apparatus  
22 having an input device to receive input from a subscriber;